

Atlas Insurance Agency - Your Navigation Partner



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Core Values

Pono
Lokahi
Alaka'i
Ho'okele
Kakou
Imi'ike

Email article submissions to:
kribilla@atlasinsurance.com

St. Patrick's Day!

Our Office Activities Committee (OAC) added a little extra luck to the office this St. Patrick's Day with some sweet treats! From butter mochi to festive sprinkle Rice Krispy treats, our team came together to share some St. Paddy's cheer. A big thank you to our OAC for making our workplace a little sweeter!



St Patrick's Day!, Cont.



PL Referrals!

Please continue to refer your friends and family (all islands) for a personalized Insurance Analysis for our Personal Lines Referral Program! Staff receives \$25 per referral and then \$25 for every referral bound.

If you would like to participate in this program, please contact Jessica Lucas, at (808) 533-8759 or jlucas@atlasinsurance.com.

Here are the staff that helped with the program for the month of March 2025!



Dana Tokioka, 3 referrals;
Dean Zane, 2 referrals; Della Nakamoto, 7 referrals, 5 bound; Ed Altman, 1 referral; Elaine Gascon, 1 referral; Jessica Pippin, 1 referral, 1 bound; Jimmy Lui-Kwan, 1 referral;

Keane Muranaka, 1 referral, 1 bound; Pam Varma, 1 referral; Penny Kerisiano, 1 referral; Shane Choi, 1 referral; Terri Workman, 1 referral, 1 bound; Tom Allen, 2 referrals, 2 bound; Tyler Hodson, 1 referral, 1 bound.



Risky Business Corner

Warning! Fire! Fire! Fire!



By: Keane Muranaka

Everywhere you look lithium batteries are now commonly used every day, everywhere. Electric Vehicles, E-Bikes, home PV power storage, cell phones, power packs, portable power tools, headphones, earbuds, portable speakers, you name it, most portable devices use a type of lithium batteries small or large. How many of us plug in our devices overnight or at work and never give it a second thought. We all need to be careful about how we take care of our devices and how we dispose of them.

Here is a very recent incident involving a lithium battery fire locally:

Garbage Truck Forced to Dump Load Due to Lithium-Ion Battery Fire

A trash fire in Kāneʻohe on the morning of March 31, 2025 caused by a common household item prompts a message from officials to properly dispose lithium-ion batteries to prevent a potentially dangerous situation. HFD fire inspector Thomas Inouye said fires from those batteries can be very difficult to put out and the smoke it produces is extremely toxic.

To safely dispose of lithium batteries, never throw them in the trash or recycling bins, instead take them to designated recycling or household hazardous waste collection points and consider taping the battery terminals or placing them in separate plastic bags to prevent fires.

Here is what the City & County of Honolulu recommends regarding use and purchase:

LITHIUM-ION BATTERY SAFETY TIPS

The Honolulu Fire Department offers the following lithium-ion battery safety tips:

- When purchasing a device, make sure it has the Underwriters Laboratories mark, which shows the product has been safely tested.
- Follow the manufacturer's instructions for charging and storage. Always use the cord and power adapter made specifically for the device.
- Do not charge a device under a pillow, on a bed or near combustibles.
- Keep batteries/devices at room temperature. Do not place in direct sunlight.
- Store batteries away from anything flammable.
- Do not toss loose lithium-ion batteries in the trash.



SAFETY TIPS

Risky Business Corner

Warning! Fire! Fire! Fire!, Cont.



By: Keane Muranaka

How should we properly dispose of old Batteries:

Auto batteries:

Dealers are required to accept and recycle your old batteries when you purchase a new one.

- Drop off at city convenience centers or transfer stations.
- Drop off at Going Green recycling drives.

Standalone Lithium, lithium-ion, NiMH, NiCad: DO NOT DISPOSE IN TRASH!

- Drop off standalone rechargeable and single-use lithium, lithium-ion, NiMH, and NiCad batteries to any city convenience center or transfer station. Please tape the terminals and place in a clear plastic bag.
- Rechargeable batteries used in power tools, cell phones, and laptops may be taken to Home Depot or Battery Bill's.
- Check with battery dealers like Interstate Batteries, Battery Bill's or T&N Computer Recycling.
- Visit our e-waste page for more information.



Alkaline (AA, AAA, D, 9V etc.): Dispose of with regular refuse.

What should I do with a damaged or swollen lithium-ion battery?

Damaged lithium batteries pose a fire hazard and require special handling, storage, and disposal. Damaged batteries should be disposed of quickly but if you need to store them temporarily, they should be kept in a dry place away from flammable materials, and ideally in a fire-resistant container.

Always use best practices and keep you, your co-workers and ohana safe.



Atlas Rise & Grind Treat—Fat Tuesday w/Agnes' Bakery!

Rise & Grind with malasadas! Our Atlas Cafe sprinkled a little extra joy into our lives with delicious malasadas from Agnes' Bakery for Fat Tuesday! It was a delicious way to start off the day. A big mahalo to Atlas and thank you to Agnes Bake Shop for delivering these fresh treats to our office!



Toastmasters—A Strong Finish and a Fresh Start

As we approach the final stretch of our Toastmasters officer term ending in June, we want to give a huge shoutout to two incredible speakers from our most recent meeting—Zhi Hao Liu and Matthew Kam—for delivering memorable and impactful speeches.

Zhi Hao Liu impressed us with a thoughtful and well-structured speech on the various leadership styles that exist in the world. From visionary trailblazers to servant leaders, he used compelling real-life examples to illustrate how different leadership approaches can shape teams, organizations, and even global movements.



Matthew Kam with classmates in the very room in Japan where the ghost story took place!

Matthew Kam took us on a nostalgic and slightly spooky journey with a throwback story from his high school trip to Japan. In his engaging speech, he recounted a night spent with classmates in a room where ghostly encounters left lasting chills—and a few laughs. His storytelling, humor, and energy captivated the audience, earning him the Best Speaker Award of the meeting.

Start Fresh With Toastmasters

With just a couple of months left in our current Toastmasters officer term, there's no better time than now to start fresh. Whether you've always wanted to overcome your fear of public speaking, become a more confident communicator, or simply challenge yourself in a new and supportive environment—this is your moment.

Joining Toastmasters now means you'll begin your journey alongside others who are growing, learning, and reflecting as we wrap up the term. It's a perfect window to ease in, observe, and then take the leap into your own first speech. By the time the new term begins in July, you'll already be warmed up and ready to take on new goals with momentum.



There's no pressure to be perfect—just a welcoming community that cheers you on every step of the way. Ready to start something new? Reach out to our club President, Katherine Shofran, at kshofran@atlasinsurance.com to learn how you can join us.

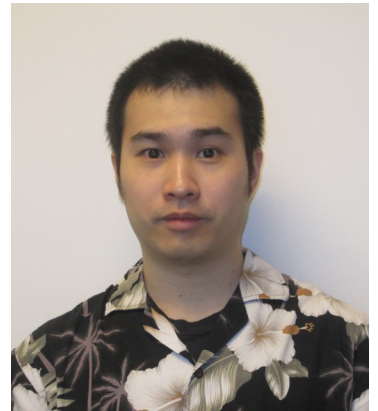


Congrats, Brenda!

We are thrilled to announce the promotion of Brenda Pa to AOAO Senior Account Manager. Brenda joined Atlas in July 2017 as an Account Manager I in our AOAO unit. Since then, she has demonstrated exceptional customer service and professionalism, becoming an invaluable asset to our team. Brenda's contributions have played a crucial role in the growth and success of our AOAO unit. Her commitment to providing outstanding service and dedication to her clients have earned her this well-deserved promotion. Please join us in congratulating Brenda Pa on her new role.

Congrats, Bryce!

We are pleased to congratulate Bryce Nishiyama on his well-deserved promotion to Personal Lines Account Manager IV. Since joining Atlas in 2015 as an Account Administrator, Bryce has consistently demonstrated a strong commitment to our clients and the Personal Lines team. We look forward to his continued success at Atlas. Congratulations, Bryce!



Congrats, Greg!

We're excited to share that Greg Matsuura has been promoted to Senior Account Manager! Greg started with us in 2016 as an intern in the Commercial Lines Operation department. His hard work and dedication quickly stood out, and after graduating from the University of Hawaii, he became an Account Manager Assistant in January 2017. Since then, Greg has shown exceptional skills, a professional attitude, and a strong commitment to our clients. Let's all congratulate Greg on his well-deserved promotion and wish him continued success as a Senior Account Manager!

Congrats, Katherine!

We are pleased to announce that Katherine Shofran has been promoted to AOAO Account Manager III! She started with us as an intern back in 2022 and quickly moved up to AOAO Account Manager I. Katherine has consistently improved her AOAO knowledge and customer service skills, demonstrating exceptional performance and understanding of our clients' needs. Please join us in congratulating Katherine on her well-deserved promotion.



Congrats, Kevin!

We are pleased to announce the promotion of Kevin Crawford to Senior Risk Consultant! Kevin's hard work, dedication, and commitment to excellence have earned him this well-deserved recognition. Throughout his time with Atlas, he has been a key asset to our team, providing top-tier risk consulting services to some of our largest and most valued clients, including DR Horton, ACK, Haseko, and the Municipal Counties of Hawaii. Kevin's expertise, industry knowledge, and client-focused approach have made a significant impact, ensuring that our clients receive the best guidance in risk management and safety practices. His contributions have been invaluable, and we look forward to seeing him continue to excel in his new role. Please join us in congratulating Kevin on this exciting achievement!



Congrats, Liana!

We are pleased to announce Liana Reff's promotion to Senior Account Manager at Atlas. Since joining us in May 2016 as an Account Manager III, Liana has been a model of dedication, professionalism, and exceptional customer service. Liana's hard work and ability to manage client relationships have greatly contributed to our success.

Please join us in congratulating Liana on her well-deserved promotion.



Congrats, Lisha!

We are excited to announce that Lisha Nakamura has been promoted to the position of Senior Account Manager in our Commercial Lines Ops Department. Lisha joined Atlas as an intern April 2017 in our IT department, then in August 2017, she moved over to our Commercial Lines Department as an Account Manager Assistant. Lisha has consistently demonstrated exceptional skill and commitment, making significant contributions to our company's success. Please join us in congratulating Lisha on her well-deserved promotion and wishing her continued success in her new role.



Congrats, Nake'u !

Please join us in congratulating Nake'u Smith on his well-deserved promotion to Account Manager III in the Benefit Consulting unit. Since joining our team a year and a half ago, Nake'u has quickly become an integral part of the Befefit Consulting department. His ability to learn and adapt to the evolving needs of our team has been impressive. In a short amount of time, he has built strong relationships with both our clients, and our carrier and vendor partners. Before joining Atlas Insurance, Nake'u brought valuable experience from two major health insurance carriers. This background has provided him with a solid understanding of insurance and underwriting concepts, as well as a deep appreciation for the importance of strong client and carrier relationships. His work ethic, time management, and problem-solving skills are consistently evident in everything he does, contributing to his rapid rise within the department. Nake'u's can-do attitude and his ability to always consider the bigger picture—whether it's the needs of our clients, his team, or the company—have made him an excellent asset to the organization. His positive influence is felt across all levels, and we are excited to see how he continues to grow in his new role. Congratulations again, Nake'u! We look forward to your continued success and contributions.



Congrats, Tyler!

We are pleased to announce the promotion of Tyler Hodson to the position of Associate Account Executive, Surety. Tyler has been an invaluable member of our team since he joined Atlas Insurance in July 2023, bringing with him a wealth of knowledge from his previous role as an underwriter at Island Insurance. Tyler has been a great addition to our surety unit, consistently demonstrating his expertise and dedication. In his new role, Tyler will be responsible for handling all commercial surety clients and providing continued support for our mid to large surety clients. Please join us in congratulating Tyler on his well-deserved promotion and wishing him continued success in his new role.

Client First Program

Customer Satisfaction



Atlas began working with Market Trends Pacific to survey clients on our performance. We started to gather positive comments and wanted to share what our clients are saying about us!

"One of Atlas' employees in the past, handled my accounts for over twenty years. When I purchased another home on the mainland to be closer to my grandchildren, they were not able to provide the insurance coverage. They referred me to a colleague with another insurance company, and I have been with them for more then 14 years. I strongly believe that it is the insurance representative who provides what the client requires. Today, that same courtesy has been extended by both Irene and Justin, as they helped reactivate a policy that had slipped through the cracks. I appreciate this courtesy and look forward to many more years with your company."
Corinne W.

"Called to check with Jordan Viernes about receiving another letter from a carrier regarding not renewing a homeowner's policy my mother has on her rental. He had already got things going for coverage under another agency. He said that we should be receiving the new policy in a few days and not to worry. That made me feel a whole lot better."
Katie M.

"The agent [Darnell] is very helpful and quick to respond."
Aki H.

"Darnell was very good at what she does. She finds me the best deals."
Tiare L.

Atlas Gives Back!



F O U N D A T I O N

The Atlas Insurance Agency Foundation continuously gives back throughout the year with corporate sponsorships or straight donations to organizations/ non-profits. Please don't forget that Tradewind Group will match employee's personal donation to a 501C3 \$1.00 for \$1.00, up to \$500 per employee. Contact Dana Tokioka at dtokioka@atlasinsurance.com for more details.

\$15,000



HAWAII
THEATRE
CENTER

\$10,000

**eliminating racism
empowering women**

ywca

O'ahu

\$5,000

